

**MANSFIELD DOWNTOWN PARTNERSHIP  
ADVERTISING AND PROMOTION COMMITTEE  
Festival on the Green Subcommittee  
Monday, May 3, 2010  
Partnership Offices  
1244 Storrs Road (Storrs Commons)  
(860) 429-2740  
5:00 p.m.  
Minutes**

**Present:** Betsy Paterson, Tom Birkenholz, Kim Bova, Ashley Fraser, Jim Hintz, and Barry Schreier

**Staff:** Kathleen Paterson

**1. Call to order**

Betsy Paterson called the meeting to order at 5:05 pm.

**2. Public comment**

There was no public comment.

**3. Minutes**

Jim Hintz moved to approve the Minutes from April 19, 2010. Tom Birkenholz seconded the motion. The sub-committee approved the Minutes.

**4. Review Task List**

Advertising: Ashley Fraser said that the Sponsorship brochures were ready to mail.

Barry Schreier suggested including information about the Parade in the Sponsorship brochure next year.

Kathleen Paterson reported that she had begun updating the website and noted that, because the Town is transitioning to its new website, there might be a delay in updating the *Festival* information. She added that information was submitted for the Summer Parks & Rec brochure.

Art: Kim Bova reported that Michael Allison agreed to serve on the selection committee and to lend his display panels for the show. She said that the mailing list is being reviewed.

Music: Ms. Bova said that she spoke with her friend about the dance idea for Picnicpalooza. Her friend did not think her own band would be appropriate because they focus on international dances and instead suggested finding a contra-dance band. **Ms. Bova and Ms. K. Paterson will find the contact information for the contra-dance band that plays locally.**

Mr. Hintz said that he did not have luck with his search for a UConn band.

After some discussion, the sub-committee decided to invite Mansfield Academy of Dance (M.A.D.), Villari's Martial Arts of Storrs Center, and two UConn groups.

Ms. Bova suggested looking at performing groups other than dance.

Mr. Schreier suggested the UConn improv group.

Ms. K. Paterson suggested asking the Filipino American Student Association, who had danced in the annual Asian Night on campus.

**Mr. Hintz and Mr. Schreier will contact UConn groups. Ms. K. Paterson will contact M.A.D. and Villari's.**

Children's: Ms. K. Paterson explained the interactive drumming idea to the group.

Mr. Hintz expressed concern about the noise level and sound competition with the Wii activity.

After some discussion, the sub-committee decided to keep the dunk tank. Mr. Birkenholz suggested moving it to the outer edge of the parking lot. It was suggested that each participating group have a sign explaining that it is a fundraiser for them.

Food: Mr. Hintz said that UConn may participate with food this year and that he is working with Dining Services on some ideas.

## **5. Discuss vegetable sculpture idea**

Ms. Bova suggested that children should be invited to bring their "veggie art" to the *Festival* for display and judging. She added that children should be encouraged to use mostly food materials to create their design.

Ms. K. Paterson said that it would be helpful to have a group of volunteers coordinate the activity that day. **She will add it to the list of volunteer needs.**

## **6. Celebrate Mansfield Weekend update**

Ms. K. Paterson reported that she, Cynthia van Zelm, and Corine Norgaard met with Gail Parks at the Altnaveigh to discuss the plans for Vintage Mansfield. Ms. Parks had requested that the time of the event be changed slightly, so the event will run from 4:30 – 6:30 pm this year.

The sub-committee expressed a desire to have music at the event. **Ms. K. Paterson will share the request with Ms. van Zelm, Ms. Norgaard, and Ms. Parks.**

## **7. Other**

Ms. Paterson said that she has reserved a time for Ms. van Zelm and her to appear on the Mark Paquette show closer to the date of the *Festival*.

Mr. Schreier volunteered to do the radio show with Ms. van Zelm again.

## **8. Adjourn**

The meeting adjourned at 6:17 pm.

*Minutes prepared by Kathleen M. Paterson*